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**JUL 25 2006**

**PATENT**

Attorney's Docket No. 42P10861

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:

Jay H. Connelly

Application No. 09/823,421

Filed: March 29, 2001

**For: System and Method for Transparently  
Obtaining Consumer Preferences for Products,  
Product Features**

Examiner: Jonathan G. Sterrett

Art Unit: 3623

Confirmation No. 9401

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Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION**

In response to the Final Office Action mailed May 9, 2006, in connection with the above referenced patent application, Applicant respectfully requests entry of the following amendments and requests reconsideration in view of the following remarks.